

Did I answer your question?

Mr. GORDON. Not really, but go ahead.

Mr. CALESA. Congress has passed the Bennett amendment to the Social Security Act in October 1972 requiring the establishment of professional standard review organizations, with the primary objective to increase the quality of care through physician education. The problem of malpractice in this country can often be related to this need. The major consequences to society of not adequately fulfilling this need for continuing medical education are increased morbidity and mortality statistics and the extremely high and spiraling cost of health care.

Traditionally this need is being assumed by medical schools and hospitals that provide courses, hospital staff conferences and meetings, traveling medical educators, medical textbooks, scientific journals, and conventions. Problems with these approaches include: Practicing clinicians may not have time to travel and attend courses, particularly those physicians farthest away from the medical centers; the lecturing medical educator may not have adequate teaching tools, and is limited by the amount of time he can devote to this activity; the printed word is often outdated, overused, and not necessarily the best communication medium, particularly for medical subjects. Local meetings can fail to provide national or international perspective.

Upon recognizing this need, Health Learning Systems was organized in 1971 to act as a catalyst in marshaling the resources and disciplines prerequisite to affecting improvement in patient care through education. The disciplines we integrated in our corporation are the following: First and foremost, medicine to provide selection of subjects, physician participants, content control and accuracy; second, education to insure the achievement of learning objectives; third, communications to enhance the speed and accuracy that information could be communicated and provide professionalism and quality in this area; fourth, marketing to find funding for programs and assist in the distribution of completed programs. Integration of these four disciplines is the basis for producing high-quality medical education materials that are up to date, accurate, and professional.

The most important discipline in our organization is medicine. We have developed a medical faculty of more than 400 physicians representing Federal health agencies, medical associations, medical societies, medical boards, medical schools, and teaching hospitals from around the world.

This is spearheaded by our medical director, Dr. Arthur Bernstein, clinical professor of medicine, New Jersey College of Medicine and Dentistry; and Dr. Shervert Frazier, psychiatrist in chief, McLean Hospital and professor of psychiatry Harvard Medical School, a nonpaid member of the board of directors of Health Learning Systems.

Included in our list of experts from the Federal Government with whom we have worked are Dr. Theodore Cooper, Assistant Secretary for Health, Department of Health, Education, and Welfare; Dr. Donald S. Fredrickson, Director, National Institutes of Health; Dr. Robert I. Levy, Director, National Heart and Lung Institute; and Dr. Ronald A. Chez, Chief, Pregnancy Research Branch, National Institute of Child Health and Human Development, National Institutes of Health.